Executive Protection in 2025: Why ASIS’s New Standard Changes the Game

Prepared by Warren Pulley – CrisisWire Threat Management Solutions

■ crisiswire@proton.me | ■ https://rypulmedia.wixsite.com/crisiswire

Introduction

In 2025, executive protection (EP) faces unprecedented challenges:
digital stalking, doxxing, insider threats, and global instability.
ASIS International's newly released Executive Protection Standard is a milestone for the industry,
shaping how leaders, corporations, and practitioners define best practices.
This article explains why the standard matters, what has changed, and how leadership must adapt.

The State of Executive Protection in 2025

- CEOs and executives face heightened risks from cyber-physical convergence.
- Political instability and activism have increased targeting of corporate leaders.
- Social media amplifies threats, creating real-world security consequences.
- Traditional close protection is no longer enough; intelligence and digital security are essential.

What the ASIS Standard Brings

- **Framework:** Provides globally recognized guidelines for executive protection programs.
- **Risk-Based Approach:** Moves beyond bodyguarding to holistic risk assessments.
- **Integration:** Aligns EP with corporate security, HR, IT, and crisis management.
- **Training Requirements:** Raises baseline standards for EP practitioners worldwide.

Why This Changes the Game

- Establishes credibility and consistency for EP programs.
- Helps boards and executives justify investment in protection.
- Sets measurable benchmarks for insurance, compliance, and liability.
- Elevates EP from "luxury" to "organizational necessity."

Case Studies

- **Adoption:** A Fortune 100 company adopted pre-release ASIS standards, resulting in smoother board approval for expanded EP budgets.
- **Gap:** A mid-sized tech firm neglected EP protocols and faced reputational damage after a stalking incident escalated publicly.

Standards provide the difference between ad hoc protection and institutional resilience.

Leadership Responsibility

CEOs and boards must recognize that executive protection is not optional.
Leadership is directly liable for negligence if threats are ignored.
The ASIS Standard now provides a defense: proof that industry best practices were implemented.

Resources & Backlinks

- CrisisWire Blog Hub: https://rypulmedia.wixsite.com/crisiswire/blog
- Services: https://rypulmedia.wixsite.com/crisiswire/services
- Reddit Hub: https://www.reddit.com/user/crisiswire/m/rcrisiswireassessments/
- Book: The Prepared Leader (Amazon) https://www.amazon.com/dp/B0FS1D2KS3
- ASIS Executive Protection Standard (2025): https://www.asisonline.org
- CISA Protective Security Resources: https://www.cisa.gov/protective-security

Call to Action

Has your organization aligned with the new ASIS Executive Protection Standard?
If not, your leaders may be exposed to preventable risks.

■ crisiswire@proton.me
■ https://rypulmedia.wixsite.com/crisiswire

FAQ

Q: What is the ASIS Executive Protection Standard?
A: A globally recognized framework for establishing and managing EP programs.

Q: Who should implement this standard?
A: Corporations, government agencies, and any entity with high-profile leaders.

Q: Does it replace existing protocols?
A: No. It complements and strengthens current protective programs.

Q: Why is it important in 2025?
A: Because digital and physical threats have converged, requiring a modernized EP approach.

Q: What is the ROI of adopting EP standards?
A: Reduced liability, stronger insurance positions, and greater executive confidence.